

# CREATIVE BRIEF

Please be sure to fill out all fields.

<b>PROJECT TITLE:</b>		<b>CUSTOMER:</b>	
<b>TOTAL BUDGET:</b>	<b>CREATIVE BUDGET:</b> (hours)	<b>CUSTOMER CONTACT:</b>	
<b>COMPLETION DATE:</b>	<b>TOTAL QTY:</b>	<b>RUSH:</b> (less than 5 business days)	Yes No
<b>DOES IT MAIL?</b> Yes No	<b>MAIL DATE:</b>		
<b>FORMAT:</b> Print PDF Only Web Asset Email	<b>LAYOUT DESIGN:</b> Pickup to update New Creative		
<b>PROJECT DESCRIPTION:</b> (Background)			
<b>AUDIENCE:</b>			
<b>MESSAGE/OFFER/CTA:</b>			
<b>OBJECTIVES:</b> (What is most important to say?)			
<b>SPECS:</b>			
Creative to determine (or) Pre-determined/Specs from Client:			
Size _____		Paper/Substrate _____	Variable _____
Colors _____		Fold _____	Other _____
Format _____		Finishing _____	_____
<b>COPY:</b> (Provide ALL pre-edited messaging (headline, supporting copy) you need on piece. Attach a document, if needed.)			
<b>WHAT SHOULD BE AVOIDED?</b> (Provide description of what should be avoided.)			
<b>IMAGES:</b> (Logos, photos, QR code, barcode, etc. Include link or attach images when submitting this request.)			
<b>REFERENCE MATERIAL OR PREVIOUS JOBS:</b> (Includes Brand Guidelines. Please provide sample(s) if applicable.)			
This section is for Suttle-Straus use only		<b>CUSTOMER SERVICE REPRESENTATIVE:</b>	
<b>ESTIMATE REQUIRED?</b> Yes No	<b>PREVIOUS JOB #(S):</b>	<b>NEW JOB #:</b>	